

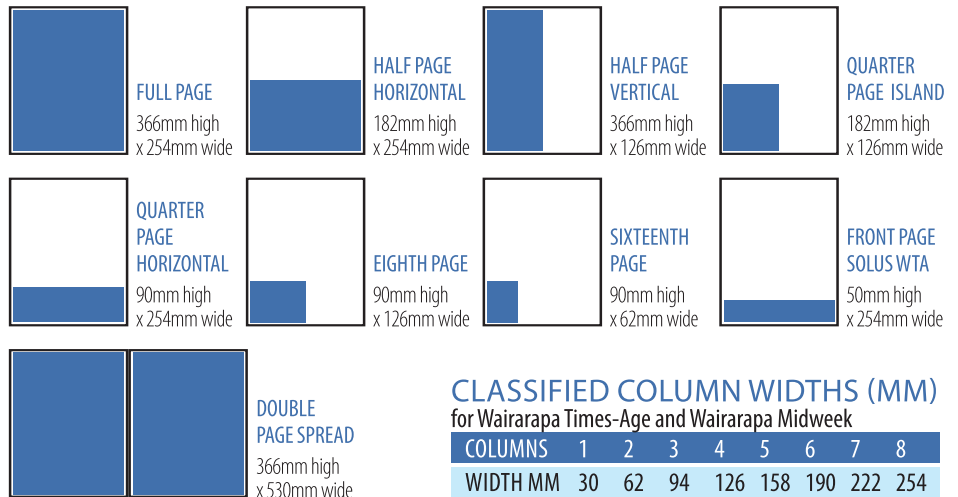
NEWSPAPER ADVERTISING SPECIFICATIONS 2018

YOUR
LOCALLY
OWNED
NEWSPAPER



WAIRARAPA TIMES-AGE & MIDWEEK ADVERT SIZES

TABLOID SIZES FOR WAIRARAPA TIMES-AGE & WAIRARAPA MIDWEEK. Additional advertising sizes are available.



CLASSIFIED COLUMN WIDTHS (MM)

for Wairarapa Times-Age and Wairarapa Midweek

COLUMNS	1	2	3	4	5	6	7	8
WIDTH MM	30	62	94	126	158	190	222	254

WAIRARAPA PROPERTY COLUMN WIDTHS (MM)

COLUMNS	1	2	3	4	5	6	7	8
WIDTH	31	64	96	129	162	194	227	260

DOUBLE PAGE SPREAD 360mm H X 530mm W
FULL PAGE 360mm H X 260mm W
HALF PAGE 180mm H X 260mm W
QUARTER PAGE 180mm H X 129mm W
FRONT PAGE SOLUS 60mm H X 260mm W

QUARTO PUBLICATION COLUMN WIDTHS (MM)

COLUMNS	1	2	3	4	5	6
WIDTH	29	59	89	120	150	180

FULL PAGE 250mm H X 180mm W
HALF PAGE 124H x 180W
QUARTER PAGE SOLUS 62H x 180W
QUARTER PAGE ISLAND 124H x 89W
EIGHTH PAGE 62mm H X 89mm W



BOOKING & COPY DEADLINES

Publication day	Booking deadline	Material deadline
Monday	10.30am Friday Prior	Noon Thursday Camera ready 10.30am Fri
Tuesday	10.30am Friday Prior	Noon Friday Camera ready 10am Mon
Wednesday	10.30am Monday	Noon Monday Camera ready 10am Tue
Thursday	10.30am Tuesday	Noon Tuesday Camera ready 10am Wed
Friday	10.30am Wednesday	Noon Wednesday Camera ready 10am Thur
Saturday	10.30am Wednesday	Noon Wednesday Camera ready 10am Fri

Midweek BOOKING & COPY DEADLINES

Publication day	Booking deadline	Material deadline
Wednesday	10am Thursday Prior	Noon Thursday Camera ready 10am Mon Prior

WAIRARAPA PROPERTY BOOKING & COPY DEADLINES

Publication day	Booking deadline	Material deadline
Wednesday	11am Thursday Prior	Noon Thursday Camera ready 3pm Fri Prior

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SUPPLYING A CAMERA READY ADVERTISEMENT

Files should be created using Adobe InDesign, Illustrator, Photoshop, saved and supplied as separate PDF.

Ensure supplied advertisement is the same as the booking size, using the correct orientation. We do not require bleed or crop marks (unless it is a special publication requiring bleed).

PLEASE NOTE. An advertisement that is created in Microsoft Word, Microsoft Powerpoint, Microsoft Publisher **IS NOT** a camera ready advertisement. Advertisements supplied like this will be treated as a setting advertisement and have to be recreated (this is due to the programmes not being able to create a finished file that is compatible with our press setting).

To create PDFs for our advertising specifications, please produce a file that is:

CMYK, High Resolution (300 dpi), with fonts embedded.
For specific guidelines please read below.

GENERAL

PDF version	1.3 or higher
Postscript level	3
Colour model	CMYK only
Logo Format	CMYK Vector (preferred) or High res Jpg
QR Codes	B&W Only

FONTS

Font embedding required	
Minimum point size for colour type	10pt
Minimum weight for colour type	BOLD
Minimum point size for reversed coloured type	10pt
Minimum weight for reversed colour type	BOLD
Minimum point size for Black colour type (100% K)	9pt
Black overprint	NO

IMAGES

File Types	psd, eps, tif, jpg
Minimum resolution for images at published size	200dpi
Maximum ink weight	240%
Spot colours	NO
Extra channels, transfer curves, or compression	NO



Digital Delivery

Wairarapa Times-Age will accept camera ready advertising material via the following delivery methods only:

EMAIL

E completeads@age.co.nz
Please supply details including advertisement number, publication and size of advert.

CAMPAIGN TRACK

E completeads@age.co.nz
Please supply details including advertisement number, publication and size of advert.

DROP BOX

E completeads@age.co.nz
Please supply details including advertisement number, publication and size of advert.

FTP

E completeads@age.co.nz
Please supply details including advertisement number, publication and size of advert.

BOOKING ENQUIRIES

E ads@age.co.nz P 06 370 0933

TECHNICAL SPEC ENQUIRIES

E production@age.co.nz P 06 370 0965

CLASSIFIED ADVERTISING

E classads@age.co.nz P 06 370 0953

Wairarapa Times-Age
Your locally owned newspaper